

What is claimed is:

1. A method to organize and evaluate strategic level operations of a business utilizing quantitative and qualitative analysis, said method comprising the steps of:

single out and identify the principal strategic approaches the company takes towards it business;

perform a comparative analysis between said strategic approaches and the market limitations indicative of the company's type of business;

utilize the data obtained from said comparative analysis to improve alignment of said marketing approaches with said marketing limitations indicative of the company's type of business;

single out and identify the principal business pitfalls indicative of the company's type of business;

single out and identify business pitfalls indicative of the influence of the company's founding technology;

develop business equations of state to quantify said pitfalls;

utilize the data obtained from the application of equations of state to affirm accountability within the company;

utilize the data obtained from the application of equations of state to improve the focus of the company's marketing strategy and methods;

utilize the data obtained from the application of equations of state to organize operational procedures and improve efficiency;

utilize the data obtained from the application of equations of state to clarify and if need be modify strategic direction of the company;

evaluate and verify solutions obtained from the implementation of the method;

perform a comparative analysis for operational performance of the company before and after implementation of the method;

perform a comparative analysis for financial performance of the company before and after implementation of the method.

2. A method to organize and evaluate strategic level operations of a business utilizing quantitative and qualitative analysis as defined in claim 1 further comprising the step of assembling performance improvement data, relating it to the implementation of the method, and documenting said relationship.

3. Use said performance improvement data as defined in claim 2 as a badge of success to improve the company's market position.

4. Use said performance improvement data as a badge of success as defined in claim 3 to expand the company's customer base.

5. Use said performance improvement data as a badge of success as defined in claim 3 to expand partnerships.

6. A method to organize and evaluate strategic level operations of a business utilizing quantitative and qualitative analysis as defined in claim 1 further comprising the step of utilizing the implementation of said method to quantify the company's operational procedure.

7. Use said quantifying of the company's operational procedure as defined in claim 6 to form an association comprised of other companies that have also implemented said method.

8. Use said association as defined in claim 7 to expand partner base.
9. Use said association as defined in claim 7 to expand customer base.
10. A method to organize and evaluate strategic level operations of a business utilizing quantitative and qualitative analysis as defined in claim 1 further comprising the step of utilizing the process of implementing the method to become proficient at executing said method.
11. Use said method implementation proficiency as described in claim 10 to teach said method to business partners.
12. Use said method implementation proficiency as described in claim 10 to teach said method to other businesses.
13. Use said teaching methods as defined in claim 12 to form an association of companies that teach said method.
14. A method to organize and evaluate strategic level operations of a business utilizing quantitative and qualitative analysis as defined in claim 1 further comprising the step of utilizing the method to quantitatively modify the company's organizational structure that defines its operational methods.
15. Use said modification of the organizational structure as defined in claim 14 as a badge of organizational efficiency to improve the company's market position.
16. Use said badge of organizational efficiency as defined in claim 14 to expand the company's customer base.
17. Use said badge of organizational efficiency as defined in claim 14 to expand partnerships.

18. Use said badge of organizational efficiency as defined in claim 14 to expand and grow the company.

19. Use said badge of organizational efficiency as defined in claim 14 to engage Japanese partnerships

20. Use said modifications of the organizational structure as define in claim 14 to tactically align said structure with that of the organizational structure of companies that are potential partners.

21. Use said organizational structure alignment as defined in claim 20 to engage Japanese partnerships

22. Use said modifications of the organizational structure as define in claim 14 to tactically align said structure with that of the organizational structure of companies that are potential customers.

23. Use said organizational structure alignment as defined in claim 22 to engage Japanese customers.